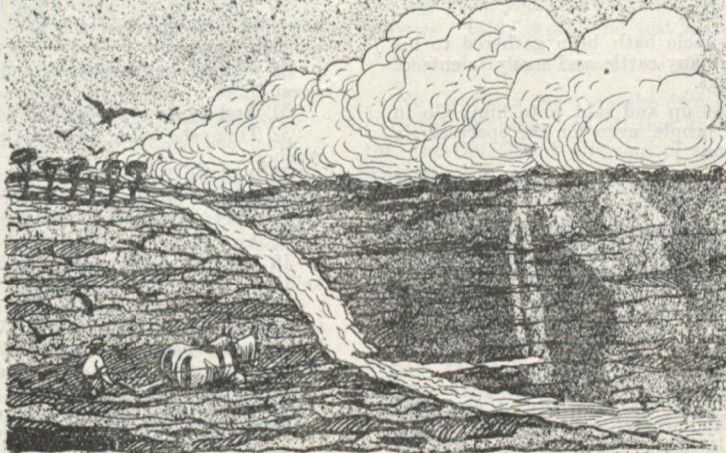


"Back to the Land."



Destruction.



Production.

Harold Marten 1919.

Humour in Advertising.

The war has been responsible for many "brain-waves" in shop window signs. The following notice appeared in a London suburban hairdresser's window, on the occasion of his one and only assistant having been "called up" :—

"Kind friends, put off your shave to-day,
For Archibald is called away,
He's gone to London like a Lord,
To be examined by the Medical Board."

The shortage of beer was responsible for the following sign in an inn :—

"Patrons, patrons, don't be offended,
You'll get more beer when the war is ended."

A provision shop provided merriment in exhibiting a window sign with the words :—

"No cheese and no wonder!!
and when the stocks were very low, and the proprietor thought fit to take a holiday, he announced the fact thus :—

"We are not dead or fast asleep,
But gone to Brighton for a week."

The following sign, exhibited by a tailor, might well apply to all tailor shops and the poor civilian in search of a cheap suit nowadays :—

"Step in here and have a good fit!"

Now and again rival shops cause much amusement in endeavouring to outdo one another in the way of advertising. A proprietor of an establishment, who considered that a rival establishment about to open could not possibly survive more than a month or two in competition with his own business, exhibited a huge sign, which proclaimed :—

ESTABLISHED 1835.

The next day the new shop over the way displayed in even larger letters :—

ESTABLISHED YESTERDAY.

NO OLD STOCK.

The sign in a hairdresser's shop to the effect that

A hair in the head is
Worth two in the brush

will surely appeal to the Editor of THE SAPPER by the time he is ready to go to press with this month's "copy."